

CATALOG INFORMATION

Dept and Nbr: FASH 152

Title: FASHION SHOW

Full Title: Fashion Show

Last Reviewed: 9/11/2023

| Units   |      | Course Hours per Week |      | Nbr of Weeks | Course Hours Total |       |
|---------|------|-----------------------|------|--------------|--------------------|-------|
| Maximum | 2.00 | Lecture Scheduled     | 1.50 | 17.5         | Lecture Scheduled  | 26.25 |
| Minimum | 2.00 | Lab Scheduled         | 1.50 | 17.5         | Lab Scheduled      | 26.25 |
|         |      | Contact DHR           | 0    |              | Contact DHR        | 0     |
|         |      | Contact Total         | 3.00 |              | Contact Total      | 52.50 |
|         |      | Non-contact DHR       | 0    |              | Non-contact DHR    | 0     |

Total Out of Class Hours: 52.50

Total Student Learning Hours: 105.00

Title 5 Category: AA Degree Applicable

Grading: Grade or P/NP

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly:

**Catalog Description:**  
The study of how fashion shows sell merchandise. Students plan all aspects of the show including the staging, lighting, music, models, modeling, commentary, and rehearsals. Students will produce a full-scale fashion show.

**Prerequisites/Corequisites:**

**Recommended Preparation:**  
Eligibility for ENGL 100 or ESL 100

**Limits on Enrollment:**

**Schedule of Classes Information:**  
Description: The study of how fashion shows sell merchandise. Students plan all aspects of the show including the staging, lighting, music, models, modeling, commentary, and rehearsals. Students will produce a full-scale fashion show. (Grade or P/NP)  
Prerequisites/Corequisites:  
Recommended: Eligibility for ENGL 100 or ESL 100  
Limits on Enrollment:

Transfer Credit:

Repeatability: Two Repeats if Grade was D, F, NC, or NP

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

|                   |                      |            |           |
|-------------------|----------------------|------------|-----------|
| <b>AS Degree:</b> | <b>Area</b>          | Effective: | Inactive: |
| <b>CSU GE:</b>    | <b>Transfer Area</b> | Effective: | Inactive: |

|               |                      |            |           |
|---------------|----------------------|------------|-----------|
| <b>IGETC:</b> | <b>Transfer Area</b> | Effective: | Inactive: |
|---------------|----------------------|------------|-----------|

|                      |            |           |
|----------------------|------------|-----------|
| <b>CSU Transfer:</b> | Effective: | Inactive: |
|----------------------|------------|-----------|

|                     |            |           |
|---------------------|------------|-----------|
| <b>UC Transfer:</b> | Effective: | Inactive: |
|---------------------|------------|-----------|

**CID:**

**Certificate/Major Applicable:**

Certificate Applicable Course

## **COURSE CONTENT**

### **Outcomes and Objectives:**

Upon completion of the course, students will be able to:

1. Discuss the history of fashion shows.
2. Describe the various types of fashion shows and how to achieve excellence in the many facets of a fashion show.
3. Plan, organize, and produce a professional fashion show.
4. Identify fashion show staff roles and describe each staff member's responsibilities.
5. Properly handle merchandise for fashion shows.
6. Model clothing in a fashion show context.
7. Analyze and implement elements of a successful fashion show.
8. Evaluate a fashion show production.

### **Topics and Scope:**

- I. History of fashion shows
- II. Types of fashion shows
  - A. Production show
  - B. Formal runway show
  - C. Informal show
  - D. Tea room modeling
  - E. Trunk show
  - F. Hatbox show
  - G. Mannequin modeling
  - H. Video production
- III. Planning for show and audience compatibility
- IV. Selecting the location
  - A. Stage and runways
  - B. Dressing areas
  - C. Tech support

- D. Seating
- E. Security
- V. How to organize the show
  - A. Staff roles and responsibilities
    - 1. Leadership roles
    - 2. Support staff
  - B. Theme
  - C. Timing
  - D. Impact on audience
- VI. Modeling techniques
  - A. Walking
  - B. Group
  - C. Individual
  - D. Runway techniques
- VII. Dressing room and staff
  - A. Setting up
  - B. Floor plans
  - C. Dressers
  - D. Make-up artists
  - E. Hair stylists
- VIII. Taking care of merchandise
  - A. Merchandise categories
  - B. Merchandise loan record
  - C. Fittings and fitting sheets
  - D. Garment tags
  - E. Pressing and steaming
  - F. Transporting merchandise safely
  - G. Taping shoes
- IX. Commentators and commentary
- X. Procedures for producing a fashion show
  - A. Types of commentary
    - 1. Full
    - 2. Partial
    - 3. Impromptu
    - 4. Script
    - 5. Filler
  - B. Qualities of a good commentator
  - C. Commentator's appearance
  - D. Number of commentators
- XI. Publicity and advertising
  - A. Preparation of:
    - 1. Press releases
    - 2. Press photographs
    - 3. Press kits
  - B. Magazines and newspapers
  - C. Television and radio spots
  - D. Print media
- XII. Evaluating a production
  - A. Review segments of the show
    - 1. Organization
    - 2. Execution
    - 3. Problems

## B. Troubleshooting problems

1. Assessing problems
2. Developing a plan to eliminate problems in future shows

### Assignment:

1. Prepare a report on a fashion show (3-5 pages).
2. Participate in field trips - to various stores.
3. Plan and implement a fashion show.
4. Evaluate the fashion show and write a 3-5 page evaluation.
5. Write a term paper, 8-10 pages.
6. Read from the textbook (approximately 150 pages during the semester).
7. Two tests; final exam.

### Methods of Evaluation/Basis of Grade:

**Writing:** Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Term papers, Fashion show report; evaluation report.

Writing  
20 - 40%

**Problem Solving:** Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

None

Problem solving  
0 - 0%

**Skill Demonstrations:** All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Class performances, Plan and implement a fashion show.

Skill Demonstrations  
30 - 40%

**Exams:** All forms of formal testing, other than skill performance exams.

Multiple choice, True/false, Matching items, Completion, Short answer; essay.

Exams  
20 - 30%

**Other:** Includes any assessment tools that do not logically fit into the above categories.

Interaction with other students, reliability and initiative.

Other Category  
5 - 20%

### Representative Textbooks and Materials:

Guide to Producing a Fashion Show. Everett, Judith C. and Swanson, Kristen K. Fairchild Books, 2003. ISBN: 1563672537.